CONTRACT



And:

Greer Margolis & Mitchell 3050 K Street Northwest Washington, DC 20007 USA

| | Contract / Rev | vision | | Alt Order # | | | | |
|---------------------|----------------|--------------------|-----|-------------|------------------|--|--|--|
| | 217536 | 1 | | 06861036 | | | | |
| <u>Product</u> | | | | | | | | |
| ELIZABETH ESTY | | | | | | | | |
| Contract Dates | Estimate # | | | | | | | |
| 10/30/12 - 11/06/12 | 1954 | | | | | | | |
| <u>Advertiser</u> | | | Ori | ginal Date | Revision | | | |
| POL/DCCC Esty | | | 1 | 0/25/12 | / 10/25/12 | | | |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade | | | |
| | EOM/EOC | Broadcast | | | Cash | | | |
| | Station | Account Executive | | xecutive | Sales Office | | | |
| | WTNH | Petry Philadelphia | | adelphia | Petry/Philadelph | | | |
| | Special Handl | ing | | | | | | |
| | Domographia | | | | | | | |
| | Demographic | | | | | | | |
| | Adults 35+ | · | | | | | | |
| | | | | | | | | |
| | IDB# | Adverti | ser | Code | Product Code | | | |
| | | 118 | | | 125 | | | |
| | Agency Ref | | | Advertiser | Ref | | | |
| | IN117/SP159/ | AL1336 | ; | | | | | |
| | | | | | | | | |

| | 01-45-4 | | 0 | | | |
|--|------------------------------------|----------------|-----------------------|----------------|-------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days | Spots/ Length Week | Rate Rtn TypeS | Spots | Amount |
| N 1 WTNH 11/05/12 11/05/12 News 8 @ 5a-6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1 | 5a-6a | Rating 0.00 | :30 | NM | 1 | \$550.00 |
| N 2 WTNH 10/30/12 11/02/12 News 8 @ 5a-6a <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 1 | 5a-6a <u>Rate</u> \$450.00 | Rating 0.00 | :30 | ММ | 1 | \$450.00 |
| N 3 WTNH 10/30/12 11/02/12 News 8 @ 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 2 | 6a-7a <u>Rate</u> \$600.00 | Rating 0.00 | :30 | MM | 2 | \$1,200.00 |
| N 4 WTNH 11/05/12 11/06/12 News 8 @ 6a <u>Start Date End Date Weekdays Spots/Week</u> Week: 11/05/12 11/11/12 MT 1 | 6a-7a <u>Rate</u> \$900.00 | Rating 0.00 | :30 | NM | 1 | \$900.00 |
| N 5 WTNH 10/30/12 11/02/12 News 8 @ 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 2 | 6a-7a <u>Rate</u> \$600.00 | Rating 0.00 | :30 | МИ | 2 | \$1,200.00 |
| N 6 WTNH 11/05/12 11/06/12 News 8 @ 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 1 | 6a-7a <u>Rate</u> \$900.00 | Rating 0.00 | :30 | МИ | 1 | \$900.00 |
| N 7 WTNH 10/30/12 11/02/12 GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 4 | 7a-9a <u>Rate</u> \$650.00 | Rating 0.00 | :30 | MM | 4 | \$2,600.00 |
| N 8 WTNH 11/05/12 11/06/12 GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 MT 1 | 7a-9a <u>Rate</u> \$1,000.00 | Rating 0.00 | :30 | MM | 1 | \$1,000.00 |
| N 9 WTNH 10/30/12 11/02/12 M-F 9a-10a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TwTF 2 | 9a-10a <u>Rate</u> \$400.00 | Rating 0.00 | :30 | МИ | 2 | \$800.00 |
| N 10 WTNH 11/03/12 11/04/12 GMA SaSu <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12SS 1 | 8a-9a <u>Rate</u> \$650.00 | Rating 0.00 | :30 | МИ | 1 | \$650.00 |
| N 11 WTNH 11/04/12 11/04/12 ABC This Week <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1 | 9a-10a <u>Rate</u> \$750.00 | Rating 0.00 | :30 | ММ | 1 | \$750.00 |
| N 12 WTNH 10/30/12 11/02/12 The View | 11a-12p | | :30 | NM | 2 | \$1,300.00 |



| | Contract / Revision 217536 / | <u>Alt Order #</u> 06861036 |
|---------------------------------------|---------------------------------|--------------------------------|
| Contract Dates 10/30/12 - 11/06/12 | Product ELIZABETH ESTY | Estimate # |

Original Date / Revision Advertiser 10/25/12 / 10/25/12 POL/DCCC Esty

| *Line Ch Start Date End Date Description | Start/End Time | Days | Spots/ Length Week | Rate Rtn TypeS | Snote | Amount |
|--|--|------------------------------|-----------------------|----------------|-------|-------------|
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | Rating | Longin Week | Nate Nii Type | ppots | Anount |
| Week: 10/29/12 11/04/12 -TWTF 2 N 13 WTNH 11/05/12 11/06/12 The View Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 MT 1 | \$650.00 11a-12p <u>Rate</u> \$900.00 | 0.00 Rating 0.00 | :30 | NM | 1 | \$900.00 |
| N 14 WTNH 10/30/12 11/02/12 News 8 Noon Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 2 | 12p-1230p <u>Rate</u> \$500.00 | Rating 0.00 | :30 | NM | 2 | \$1,000.00 |
| N 15 WTNH 11/05/12 11/05/12 News 8 Noon <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1 | 12p-1230p <u>Rate</u> \$750.00 | Rating 0.00 | :30 | МИ | 1 | \$750.00 |
| N 16 WTNH 10/30/12 11/02/12 Early Fringe M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 2 | 4p-5p <u>Rate</u> \$500.00 | Rating 0.00 | :30 | МИ | 2 | \$1,000.00 |
| N 17 WTNH 10/30/12 11/02/12 News 8 5p-6p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 4 | 5p-6p <u>Rate</u> \$750.00 | Rating 0.00 | :30 | MM | 4 | \$3,000.00 |
| N 18 WTNH 10/30/12 11/02/12 News 8 6p-630p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -TWTF 3 | 6p-630p <u>Rate</u> \$1,000.00 | Rating 0.00 | :30 | NM | 3 | \$3,000.00 |
| N 19 WTNH 11/03/12 11/03/12 Sa News 8 @ 7p Start Date | 7p-730p <u>Rate</u> \$750.00 | Rating 0.00 | :30 | МИ | 1 | \$750.00 |
| N 20 WTNH 10/30/12 11/02/12 M-F 7p-730p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 2 | 7p-730p <u>Rate</u> \$2,200.00 | Rating 0.00 | :30 | МИ | 2 | \$4,400.00 |
| N 21 WTNH 10/30/12 11/02/12 M-F 730p-8p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 1 | 730p-8p <u>Rate</u> \$1,600.00 | Rating 0.00 | :30 | МИ | 1 | \$1,600.00 |
| N 22 WTNH 10/30/12 11/04/12 Late News 8 Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTFSS 4 | 11p-11:35p <u>Rate</u> \$1,400.00 | Rating 0.00 | :30 | МИ | 4 | \$5,600.00 |
| N 23 WTNH 10/30/12 11/02/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 2 | 1135p-12063 <u>Rate</u> \$500.00 | 30a <u>Rating</u> 0.00 | :30 | МИ | 2 | \$1,000.00 |
| N 24 WTNH 11/05/12 11/05/12 M-F 7p-730p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1 | 7p-730p <u>Rate</u> \$3,000.00 | Rating 0.00 | :30 | NM | 1 | \$3,000.00 |
| manabalustan reconstruct and assessment and assessment of the control of the cont | | | Totals | 0.00 | 43 | \$38,300.00 |

Time Period # of Spots **Gross Amount** Net Amount 10/29/12 -11/06/12 \$38,300.00 \$32,555.00 43 Totals 43 \$38,300.00 \$32,555.00

| Signature: Date: |
|------------------|
|------------------|

2 l of) PHILADELPHIA) KATE BRADY 215-567-6005 215-567-5938 Salesperson Phone# Salesperson FAX# 10/24/2012 10:33 AM 10/24/2012 9:45 AM Rep Firm Sales Office (Salesperson (Showing Buylines: All Rep Revised Lines Last Received: Printed: 3050 K ST NW WASHINGTON, DC 20007 :/P1/P2/E 118/125/1954 tes 10/30/2012 - 11/06/2012) GMMB Traffic Order# Ageney C/P1/P2/E Flight Dates Hiatus Weeks Ageney Status Revised Station WTNH-TV NEW HAVEN, CT.
Advertiser ().FRNDS OF E. ESTY
Product ELIZABETH ESTY 'n Ver# Maura Gilroy 6861036 1954 Rep Order# EC'd Yes Estimate# Buyer Phone# Fax#

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| 10-0- | f Total Cost Daypart ss | \$550.00 | \$450.00 | \$1,200.00 | 00.000\$ | \$1,200.00 | 00.000\$ | \$2,600.00 |
|--|------------------------------|---|--|--|--|--|--|---|
| | Total LT # of Spots Weeks | 1 | ਜ | ri | ਜ | н | 1 | ₽ |
| | Program TC Sg | GOOD MORNING CONNECTICUT | GOOD MORNING CONNECTICUT | GOOD MORNING CCNNECTICUT | GOOD MORNING CONNECTICUT | GOOD MORNING CONNECTICUT | GOOD MORNING CONNECTICUT | GOOD MORNING AMERICA 4 |
| | Rate | \$550.00 | \$450.00 | 00.009\$ | \$900.00 | \$600.00 | \$900.00\$ | \$650.00 |
| Y 1 ESTY SC* | Day Time Spots/Week Len | M 5A-530A 1 :30 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | TU-F 530A-6A 1 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | TU-F 6A-630A 2 :30 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | M-TU 6A-630A 1 :30 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | TU-F 630A-7A 2 :30 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | M-TU 630A-7A 1 :30 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | TU-F $7A-9A$ 4 \Rightarrow :30 Sales Remark: V3 RATE CHNG |
| CONTRACT COMMENT FRIENDS OF ELIZABETH ESTY | Dates | 11/05-11/05 | 10/30-11/02 | 10/30-11/02 | 11/05-11/06 | 10/30-11/02 | 11/05-11/06 | 10/30-11/02 |
| COI | Ln | ! | × × | ო * | * 4 | بن * | 9 * | 7 |

| | | | Daypart | | | | | | | | | |
|---|---|--|----------------|---|--|---|--|---|--|---|---|--|
| 2 of 5 | ніа УУ | 005 938 | Total Cost | \$1,000.00 | \$800.00 | \$650.00 | \$750.00 | \$1,300.00 | 00.006\$ | \$1,000.00 | \$750.00 | \$1,000.00 |
| |) PHILADELPHIA) KATE BRADY | 215-567-6005 215-567-5938 | # of Weeks | 1 1 | rd | - | ∼i | , ~ I | e-t | н | П | ↔ |
| 33 AM 5 AM | | Phone# FAX# | H | | | | | | | | | |
| 10/24/2012 10:33 AM 10/24/2012 9:45 AM tep Revised Lines | Rep Firm Sales Office Salesperson | Salesperson Phone# Salesperson FAX# | Total Spots | | 2 | н | 77 | Ν | ਜ | ~ | 1 | 24 |
| Printed: 10/24/2012 10.3 Last Received: 10/24/2012 9:45 Showing Buylines: All Rep Revised Lines | 3050 K ST NW WASHINGTON, DC 20007 | 116/125/1754 10/30/2012 - 11/06/2012 | Program | GOOD MORNING AMERICA | DR. PHIL | GMA WEEKEND | THIS WEEK | THE VIEW | тне угем | NEWS 8 MIDDAY | NEWS 8 MIDDAY | JUDGE JUDY |
| Traffic Order# | ζ | r z/E. | Rate | \$1,000.00 | \$400.00 | \$650.00 | \$750.00 | \$650.00 | 00.006\$ | \$500.00 | \$750.00 | \$500.00 |
| E | Ageney | Agency C/F1 Flight Dates Hiatus Weck | Len | : 30 · | : 30 d | : 30 d | ; 30 d | . :30 d | : 30 d | : 30 d | : 30 p | :30 |
| Status Revised | | | Spots/Week | 1 1 V3 RATE CHNG | A 2 CHUG V3 RATE CHNG ged, Rate Changed | SA-SU 8A-9A 1 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | 1 73 RATE CIIN 1, Rate Cha | 2P 2 V3 RATE CHNG ged, Rate Changed | 1 3 RATE CH 1, Rate Ch | 230P 2 V3 RATE CHNG ged, Rate Changed | M 12P-1230P 1 Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed | TU-F 4P-5P 2 Sales Remark: V3 RATE CHNG |
| ϵ | t, CT. ESTY | | Time | 7A-9A smark: ent Chang | 9A-10A smark: ent Chango | 8A-9A smark: snt Chang | 9A-10A emark: V ent Changec | 11A-12P mark: V ent Changed | 11A-12P smark: V snt Changec | 12P-1230P smark: V3 | 12P-1 smark: ent Chan | 4P-5P mark: ent Chang |
| Ver# | TNH-TV NEW HAVEN, CT.).FRNDS OF E. ESTY ELIZABETH ESTY |)y | Day | M-TU 7A-9A Sales Remark: V3 V3 Comment Changed, | TU-F 9A-10A Sales Remark: V3 V3 Comment Changed, | SA-SU 8A-9 Sales Remark: V3 Comment Cha | SU 9A-10 Sales Remark: V3 Comment Chan | TU-F 11A-12P Sales Remark: V3 V3 Comment Changed, | M-TU 11A- Sales Remark: V3 Comment Cha | TU-F 12P-1230P Sales Remark: V3 V3 Comment Changed, | M 12P- Sales Remark: V3 Comment Cha | TU-F 4P-E Sales Remark: V3 Comment Cha |
| Rep Order# 6861036 EC'd Yes | ≥ | Estimater 1954 Buyer Maura Gilroy Phone# | ln Dates | *8 11/05-11/06 | 9 10/30-11/02 | *10 11/03-11/04 | *11 11/04-11/04 | *12 10/30-11/02 | *13 11/05-11/06 | *14 10/30-11/02 | *15 11/05-11/05 | *16 10/30-11/02 |
| power billing | الم يطم ب∼ يرحب | ene prend pales judis | " A | i ∞ I * | * QJ | * | * | ·k | * | * | * | * |

| | | | Daypart | | | | | |
|---|---|---|-------------------|---|---|---|---|---|
| 3 of 5 | PHIA DY | 005 938 | Total Cost | \$3,000.00 | \$3,000.00 | \$750.00 | \$4,400.00 | \$1,600.00 |
| |) PHILADELPHIA) KATE BRADY | 215-567-6005 215-567-5938 | # of Weeks | r -1 | н | н | ∺ | н |
| 10/24/2012 10:33 AM 10/24/2012 9:45 AM tep Revised Lines | Rep Firm Sales Office () Salesperson () | Salesperson Phone# Salesperson FAX# | Total LT Spots | 4 | n | н | Ν | rd . |
| Printed: 10/24/2012 10:3 Last Received: 10/24/2012 9:45 Showing Buylines: All Rep Revised Lines | MB VW TOV, DC 20007 | 116/125/1954 10/30/2012 - 11/06/2012 | Program | NEWS 8 WEEKDAY | NEWS 8 WEEKDAY | NEWS 8 WEEKEND | JEOPARDY | WHEEL OF FORTUNE |
| Traffic Order# | 3050 K ST N WASHING | | Len Rate | .30 \$750.00 | :30 \$1,000.00 | :30 \$750.00 | :30 \$2,200.00 | :30 \$1,600.00 LX CXL'D |
| Status Revised | | | Spots/Week | TU-F 5P-6P 4 Sales Remark: V3 RATE CHNG | TU-F 6P-630P 3 Sales Remark: V3 RATE CHNG | P 1 / V3 RATE CHNG ed, Rate Changed | TU-F 7P-730P 2 Sales Remark: V3 RATE CHNG | TU-F 730P-8P 1 30 Sales Remark: V3 RATE CHNC, 1X CXL'D V3 More than 2 codes changed |
| Ver# 3 Sta | /EN, CT. E. ESTY | | Time | TU-F 5P-6P Sales Remark: V3 Comment Chang | TU-F 6P-630P Sales Remark: V V3 Comment Changed | SA 7P-730P Sales Remark: V3 V3 Comment Changed, | TU-F 7P-730P Sales Remark: V V3 Comment Changed | TU-F 730P-8P Sales Remark: V V3 More than 2 coc |
| 6861036 V | WTNH-TV NEW HAVEN, CT. C. J.FRNDS OF E. ESTY ELIZABETH ESTY | 1954 Maura Gilroy | Бау | | | | | |
| rder# Yes | WTNH- · (ELIZ | # 21 | Dates | 10/30-11/02 | 10/30-11/02 | 11/03-11/03 | 10/30-11/02 | 10/30-11/02 |
| Rep O | Station Advertis Produet | Buyer Buyer Phone# Fax# | Ln | * | ∞ ;t * | * | *20 | *21 |

\$5,600.00

11P EYEWITNESS NEWS

\$1,400.00

رد: 30

Sales Remark: V3 RATE CHNG V3 Comment Changed, Rate Changed

11P-1135P 4

TU-SU

10/30-11/04

*22

\$1,000.00

0

ABC NIGHTLINE

\$500.00

TU-F 1135P-12A 2 30 Sales Remark: V3 RATE CHNG
V3 Comment Changed, Rate Changed

*23 10/30-11/02

\$0.00

0

0

DWTS

\$3,000.00

:30

V3 Comment Changed, Spots/week Changed

M 8P-10P 0 Sales Remark: V3 1X CXL'D

8P-10P 0

*24 11/05-11/05

| | | | Daypart | | | | |
|---|--|--|---------------|--|--|---|---------------------------------|
| 4 of 5 | PHIA DY | 005 938 | Total Cost | 000000000000000000000000000000000000000 | \$0.00 | 00.0\$ | \$3,000.00 |
| |) PHILADELPHIA) KATE BRADY | 215-567-6005 215-567-5938 | # of Weeks | 1 0 | 0 | 0 | Н |
| 10/24/2012 10:33 AM 10/24/2012 9:45 AM ep Revised Lines | Rep Firm Sales Office ()] Salesperson ()] | Salesperson Phone# Salesperson FAX# | ⊢ α | 1 | 0 | 0 | ٦ |
| Printed: 10/24/2012 10.3 Last Received: 10/24/2012 9.45 Showing Buylines: All Rep Revised Lines | 20007 71954 | 10/30/2012 - 11/06/2012 | Program | DWTS | GREY'S ANATOMY | ONCE UPON A TIME | JEOPARDY |
| Traffic Order# | ey () GMMB 3050 K ST NW WASHINGTON, DC 20007 cv C/P1/P2/E 118/125/1954 | ites /eeks | | \$2,800.00 | \$3,500.00 | \$2,100.00 | \$3,000.00 JEOE |
| Status Revised | Agency Ageney | Flight Do Hiatus W | Spots/Week | TU 8P-10P 0 :30 Sales Remark: V3 1% CXL'D V3 Comment Changed, Spots/week Changed | TH 9P-10P 0 :30 Sales Remark: V3 1X CXL'D V3 Comment Changed, Spots/week Changed | SU 8P-9P 0 :30 Sales Remark: V3 1X CXL'D V3 Comment Changed, Spots/week Changed | 30P 1 :30 V3 RATE CHNG |
| Ver# 3 | TNH-TV NEW HAVEN, CT. () FRNDS OF E. ESTY ELIZABETH ESTY 1954 | бс | | TU 8P-10P Sales Remark: V3 Comment Change | TH 9P-10F Sales Remark: V3 Comment Change | SU 8P-9P Sales Remark: V3 Comment Chang | M 7P-730P Sales Remark: V |
| Rep Order# 6861036 EC'd Yes | Station WTNH-TV NEW HAVEN, CT. Advertiser ().FRNDS OF E. ESTY Product ELIZABETH ESTY Estimate# 1954 | Buyer Maura Gilroy Phone# Fax# | | *25 10/30-10/30 | *26 11/01-11/01 | *27 11/04-11/04 | *28 11/05-11/05 |

---REPORT TOTALS---

V3 Comment Changed, Rate Changed

Report Totals: 43 / \$38,300.00

--SALES MONTHLY TOTALS--

| | | 00 | \$0.00 | |
|------------------|--------------------------------|----------------------------------|--------------------------------------|-------------|
| 43 / \$38,300.00 | Sales Totals: 43 / \$38,300.00 | Station Totals: 43 / \$38,300.00 | Lines not sent/rcld/rtrn: 0 / \$0.00 | |
| | Totals: 43 | on Totals: 4 | not sent/rc | COMPETITIVE |
| Nov 12: | Sales | Static | Lines | COM |

---COMPETITIVE COMMENTS---

COMPETITIVE FOR BOOKING PURPOSES ONLY...CORRECT SHARES

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WFSB

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WCCT

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CABL WRDM XXX

\$38,300

Market Totals

TO FOLLOW